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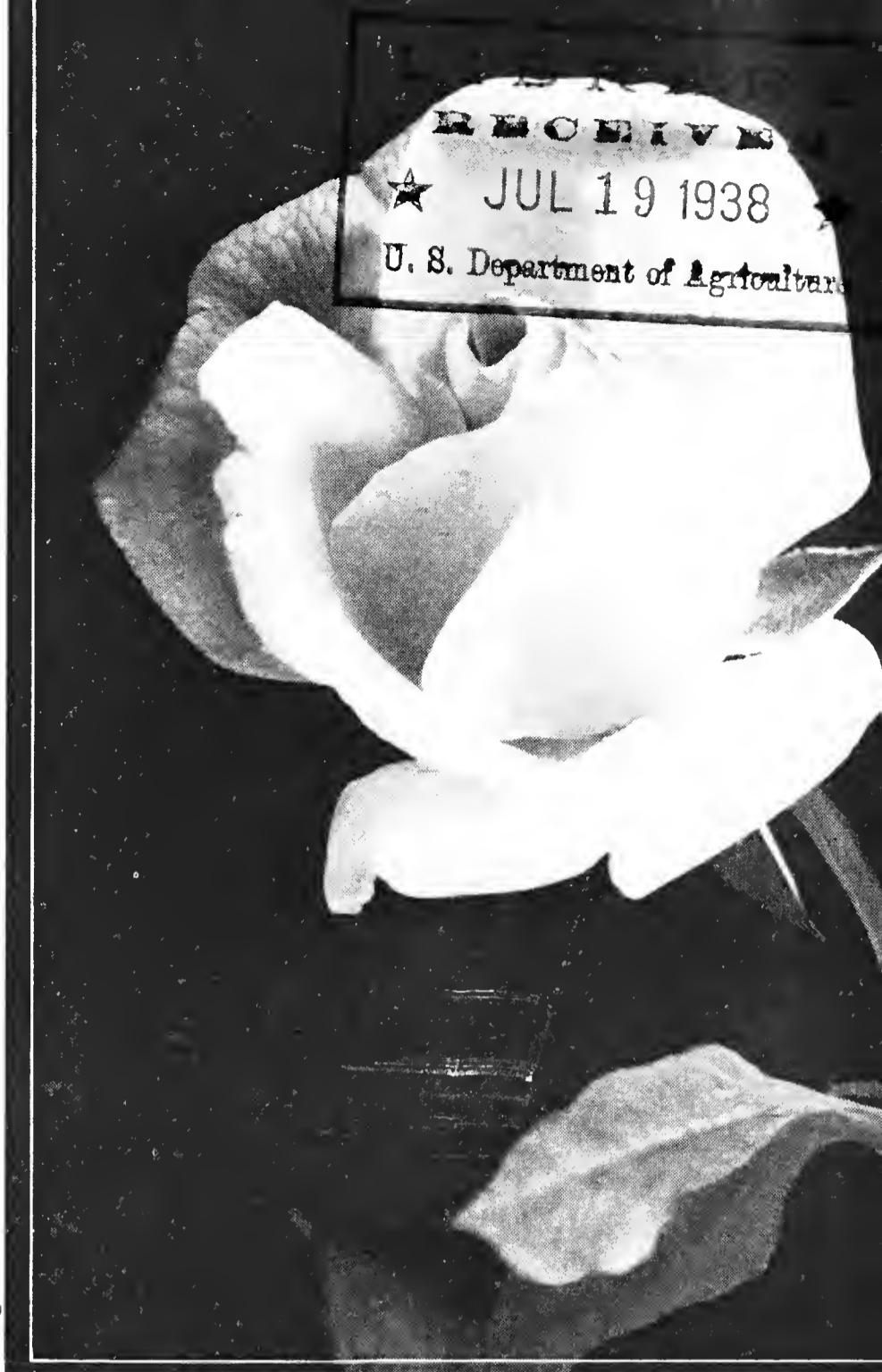
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FIRST
WHOLESALE
PRICE LIST

1938

(Cancels All Previous Quotations)

JULY 1, 1938



ROSE BUSHES

HOWARD ROSE COMPANY
HEMET, CALIFORNIA

Quantity Prices

General Assortment of Hybrid Teas

| | GRADE | No. 1 | No. 1½ | No. 2 |
|----------------------|-------|-------|--------|-------|
| 1000 to 2000 | | 20c | 14c | 10c |
| 2000 to 5000 | | | 18c | 12c |
| 5000 to 10,000 | | | 17c | 11c |
| 10,000 and up | | | 16c | 10½c |

A few exceptions to above are necessary; the higher priced varieties, the cheaper climbers, etc., sell at List Prices.

Hybrid Teas, Teas, etc., etc.

| | | No. 1 | No. 1½ | No. 2 |
|----------------------------|--|-------|--------|-------|
| | | Each | Each | Each |
| A bol. | Full white bloms with faint blush tint; fragrant | 22c | 15c | 10c |
| Ami Quinard. | A tall, vigorous grower and profuse bloomer. One of the darkest red varieties, velvety crimson-maroon | 25c | 20c | 12c |
| Angele. ('35) | Creamy white, very large, double, lasting | 25c | 20c | 12c |
| Angele Pernet. | Long coppery orange buds, open flowers toned yellow | 25c | 20c | 12c |
| Autumn. | An exceptionally vigorous, upright grower; long, strong stems; very double blooms of rich burnt orange, yellow and red | 22c | 15c | 10c |
| Autumn Queen. | Long pointed buds, full flowers, rich Autumn colors.... | 22c | 15c | 10c |
| B arcelona. | Free blooming, dark velvety red; vigorous and upright | 35c | 25c | 15c |
| Better Times. | See Patented Varieties Page 11. | | | |
| Betty Uprichard. | Lasting blooms of brilliant orange-carmine on outer surface of petals, soft pink inside; a profuse bloomer | | 15c | 10c |
| Briarcliff. | A very popular clear rose-pink sport of Columbia | 22c | 15c | 10c |
| C aledonia. | One of the best whites; long buds, large, double, lasting blooms | 22c | 15c | 10c |
| Carol Howard. | Bright, glowing rose-pink, sweetly scented | 25c | 20c | 12c |
| Catalonia. | Strikingly brilliant, orange-vermillion; double, cupped | 22c | | 10c |
| Cathrine Kordes. | Extremely lasting, large pointed buds and double blooms of scarlet toned pink; a good grower with long stemmed blooms | 22c | 15c | 10c |
| Cecil. | Large single flowers, glorious buttercup yellow, free bloomer..... | 35c | 25c | 15c |
| Chas K Douglas. | Free flowering variety; scarlet-crimson; strong bushy | 22c | 15c | 10c |
| Chas P Kilham. | Large, very double, lasting; bright scarlet-carmine toned gold at base | 25c | 20c | 12c |
| Columbia. | Glistening pink; long stems and lasting well-shaped blooms | 22c | 15c | 10c |
| Condesa de Sastago. | One of the most popular varieties; bears a profusion of fully double, two-toned blossoms on vigorous, bushy plants; petals are deep coppery-pink inside, golden yellow reverse | 22c | 15c | 10c |
| Conqueror. | Beautiful foliage on strong, upright growing plants; well shaped blooms of saffron-yellow toned with copper | 22c | 15c | 10c |
| Countess Vandal. | See Patented Varieties Page 11. | | | |
| Crusader. | Double blooms of rich crimson-red | | | 10c |
| Cuba. | The vigorous plants produce many of the large, semi-double blooms of bright cardinal-red toned gold | 22c | 15c | 10c |
| Cynthia. | Color and form are comparable to the lovely Chas P Kilham but Cynthia makes a more satisfactory plant; very free bloomer | 22c | 15c | 10c |

Order in Multiples of TEN please. Ten or more at these prices.

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| D aily Mail. | See Mme Edouard Herriot. | | | | |
| Daily Mail Scented. | Double, rich crimson-maroon; very fragrant | 25c | 20c | 12c | |
| Dainty Bess. | The most popular single; the vigorous plants bear large clusters of waxy petaled rose-pink blooms with wine-red stamens | 35c | 25c | 15c | |
| Dame Edith Helen. | Extremely double, glowing pink; excellent shape | 22c | 15c | 10c | |
| David O Dodd. | Large, double, rich, deep scarlet, like E G Hill | 22c | 15c | 10c | |
| Director Rubio. | Vivid cochineal pink; large blooms on strong stems | 22c | 15c | 10c | |
| Duchess of Atholl. | Large, pointed buds of vivid orange passing to double cupped blooms of old-rose with a golden suffusion | 22c | 15c | 10c | |
| Duchess of Wellington. | Fragrant, saffron yellow stained orange, to creamy yellow | 22c | 15c | 10c | |
| Duchess of York. | Full blooms of orange to apricot; free flowering | 22c | 15c | 10c | |
| Duquesa de Penaranda. | A very effective color blend of apricot-orange and pink. A vigorous grower bearing a profusion of double blooms | 22c | 15c | 10c | |

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| E del. | Ivory white blooms with a very pleasing fragrance | 22c | 15c | 10c | |
| Edith Krause. | Enormous, fully double white blooms on strong stems; a tall, vigorous grower | 22c | 15c | 10c | |
| Editor McFarland. | Gaining wide popularity because of its shapely buds and double, brilliant pink blooms; profuse, vigorous | 22c | 15c | 10c | |
| Edith Nellie Perkins. | Delicate colors blended in beautifully formed blooms of light cerise pink, inside suffused gold; very vigorous | 22c | 15c | 10c | |
| E G Hill. | Large, extremely double, lasting deep scarlet, does not fade or blue, but intensifies with age. Vigorous, upright, profuse | 22c | 15c | 10c | |
| E J Ludding. | Large, double, carmine pink; good stems | 22c | 15c | 10c | |
| Etoile de France. | Very fragrant flowers of rich crimson | 22c | 15c | 10c | |
| Etoile de Hollande. | Dark velvety-red; large, fragrant, profuse | 22c | 15c | 10c | |
| Eulalia. | Large buds, double pink blooms; vigorous | 22c | 15c | 10c | |

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| F aience. | Long tapering buds, cadmium-yellow and shrimp-pink | 35c | 25c | 15c | |
| Fantasy. | Very double, pearly pink; vigorous, hardy | 22c | 15c | 10c | |
| Federico Casas. | A free flowering variety of cinnamon pink, reverse of petals toned gold; full, double blooms | 25c | 20c | 12c | |
| Feu Joseph Looymans. | Profuse, continuous bloomer; long pointed buds and lasting cupped flowers of yellow shaded apricot | 22c | 15c | 10c | |
| Florence L Izzard. | Lasting, deep golden yellow; double, fragrant | 25c | 20c | 12c | |
| Francis Scott Key. | Extremely large, very double, rich crimson | 22c | 15c | 10c | |
| Frau Weigand. | Very double, deep yellow to light orange; upright grower | 22c | 15c | 10c | |

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| G aiety. | Camellia-shaped, coppery fawn and pale pink | 25c | 20c | 12c | |
| Gipsy Lass. | Dark glowing scarlet-crimson; many fragrant, wellshaped double blooms are borne on strong, upright growing plants | 22c | 15c | 10c | |
| Glowing Carmine. | Carmine; strong grower; blooms freely | 22c | 15c | 10c | |
| Golden Dawn. | An exceptionally strong growing yellow variety; very double fragrant blooms of sunflower-yellow | 22c | 15c | 10c | |
| Golden Emblem. | Beautiful, large, double blooms of rich yellow, buds stained red on outer petals | 25c | 20c | 12c | |
| Golden Ophelia. | See Ophelia Golden. | | | | |
| Golden Pernet. (Mons Julien Potin) | Large double, primrose-yellow | 25c | 20c | 12c | |
| Golden Rapture. | Long lasting, beautifully formed buds, fully double blooms, rich yellow; vigorous grower, long strong stems | 25c | 20c | 12c | |
| Gold Star. | A profuse bloomer with double, golden yellow blooms that deepen to orange in center | 22c | 15c | 10c | |

Grenoble. Becoming deservedly popular because of its profusion of long stemmed, beautifully shaped blooms, striking scarlet-crimson; vigorous 22c 15c 10c

Gruss an Teplitz. Intensely fragrant, dark velvety-scarlet; a continuous bloomer, a vigorous, hardy variety 15c

Hadley. Large, double, perfectly formed blooms of rich crimson 22c 15c 10c

H C Young. Well shaped salmon-pink buds; very vigorous 22c 15c 10c

Heinrich Wendland. Distinctively two-toned, large double blooms.

Inside of petals are nasturtium red, reverse golden yellow 22c 15c 10c

Hinrich Gaede. Bright vermillion, toned gold; good form and fragrance 35c 25c 15c

Hollywood. A rose-red variety used extensively for forcing 22c 15c 10c

Hoosier Beauty. A vigorous, upright grower and profuse, continuous bloomer; glowing deep scarlet with extremely dark shadings 22c 15c 10c

Hortulanus Budde. Beautiful open flowers of luminous scarlet 22c 15c 10c

Imperial Potentate. Large, deep rose-pink; vigorous, profuse 22c 15c 10c

Impress. Very large, double, salmon-cerise suffused gold 15c 10c

Innocence. Long tapering buds open to very large, single blooms of pure white with wine-red stamens 22c 15c 10c

Irish Charm. Beautiful long buds and semi-double blooms of blush pink toned golden apricot on long, strong stems 22c 15c 10c

Irish Fireflame. Single blooms follow long buds, pink and gold 25c 20c 12c

Isobel. One of the favorite singles; very large, bright orange-pink 22c 15c 10c

Ivanhoe. Vigorous crimson, medium height 22c 15c 10c

James Gibson. Large, high-centered, lasting, velvety crimson-scarlet 22c 15c 10c

J C Thornton. Long stemmed, double blooms of glowing crimson-scarlet 22c 15c 10c

Joanna Hill. A vigorous, upright grower which bears many beautifully shaped, long lasting buds and double blooms on good stems for cutting; deep creamy yellow shaded bronzy pink in center 22c 15c 10c

Johanniszauber. Lasting, velvety, blood-red; a free bloomer 25c 20c 12c

John Russell. Large, double blooms of crimson, shaded darker 22c 15c 10c

Jon J L Mock. Two-toned carmine pink and sparkling, clear pink 22c 15c 10c

Jos P Annimaesse. Long buds, terra-cotta to coral, vigorous, upright 22c 15c 10c

J Otto Thilow. Perfect buds and full flowers of rich rose-pink 22c 15c 10c

Jules Gaujard. A profuse bloomer; very large, fragrant, orange-carmine 22c 15c 10c

KA Victoria. Ivory white, pale lemon center; high-centered, double 22c 15c 10c

Katharine Pechtold. Beautifully pointed buds and fairly full blooms with reflexed petals; soft coppery-orange flushed old-gold; profuse 25c 20c 12c

Kidwai. Soft tones of creamy yellow suffused salmon; large, double..... 22c 15c 10c

Killarney. Fragrant, free bloomer, bright pink 22c 15c 10c

Killarney Dbl White. Large, snowy white, intensely fragrant 22c 15c 10c

Korovo. Vigorous plant; light salmon pink, yellow base 22c 15c 10c

Lady Alice Stanley. Lasting, double, light pink; continuous bloomer 22c 15c 10c

Lady Ashtown. Carmine-pink, high-centered, lasting blooms 22c 15c 10c

Lady Forteviot. Striking, bright golden yellow shaded apricot; profuse 25c 20c 12c

Lady Hillingdon. Deep orange-yellow; free, continuous bloomer 22c 15c 10c

Lady Margaret Stewart. Large, double, rich yellow marked orange-red 25c 20c 12c

La France. Intensely fragrant, bright pink; the first Hybrid-Tea rose 22c 15c 10c

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| Leonard Barron. Beautiful buds of pink toned gold at base open to extremely large, full blooms of buff pink suffused gold; hardy | 22c | 15c | 10c |
| Li Bures. Vari-colored, mixed red and yellow; vigorous, profuse | 22c | 15c | 10c |
| Lilian. Unusually lasting, large, cupped, deep golden yellow | 22c | 15c | 10c |
| Lord Charlemont. Large, well-formed, deep crimson; very fragrant | | 25c | 15c |
| Lord Lonsdale. High-centered buds, full blooms, lasting, rich yellow | 25c | 20c | 12c |
| Los Angeles. Perfectly formed, long pointed buds and double blooms with reflexed petals; luminous flame pink toned coral; golden base | 22c | 15c | 10c |
| Louise Baldwin. Exquisitely shaped, yellow toned orange; profuse | 25c | 20c | 12c |
| Louise Catherine Breslau. Lasting, coral-red shaded chrome-yellow | 22c | 15c | 10c |
| Lovely. Soft carmine-pink, delicately fragrant | 22c | 15c | 10c |
| Lucie Marie. A very vigorous grower; fragrant, long-pointed buds and double flowers of yellow shaded apricot-cerise | 22c | 15c | 10c |
| Lucy Nicolas. ('35) Pointed, golden copper buds and full, coppery-pink blooms | 25c | 20c | 12c |
| Lucyle. Large, firm buds, double blooms, glowing pink | 22c | 15c | 10c |
| Ludwig Oppenheimer. Deep glowing crimson-scarlet, delightful perfume | 25c | 20c | 12c |
| Lulu. Long slender buds of coral-rose, open blooms | 25c | 20c | 12c |
| Luxembourg. Double, bronzy yellow; profuse | | 15c | 10c |
| Lydia. Large, firm buds expand slowly to very double blooms of rose-pink lightened with orange | 22c | 15c | 10c |

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| McGredy's Ivory. Large, well shaped, creamy white; fragrant | 25c | 15c |
| McGredy's Scarlet. Beautifully formed, high-centered blooms of brilliant scarlet shaded rose-pink; a vigorous grower, long stems | 22c | 15c |
| McGredy's Yellow. Bright, buttercup-yellow; perfect form; fragrant | 25c | 20c |
| Malar Ros. Fragrant, pointed buds, double blooms of rich crimson. The upright bushes produce long stems | 22c | 15c |
| Margaret Belle Houston. Rich, velvety crimson; a good grower | 22c | 15c |
| Margaret McGredy. Full blooms of orange-scarlet are profusely borne on vigorous, bushy plants | 22c | 15c |
| Mari Dot. Very fragrant, lasting, bright apricot-orange | 22c | 15c |
| Mary Hart. See Patented Varieties Page 11. | | |
| Max Krause. Large, high-centered, very double, golden-yellow | 25c | 20c |
| Mev G A Van Rossem. A distinctive color; orange-brown; well formed, double blooms with pleasant fragrance | 22c | 15c |
| Miss Rowena Thom. Immense, bright pink, golden base; good grower, profuse | 22c | 15c |
| Mme Butterfly. Large, double, soft pink suffused apricot | 22c | 15c |
| Mme Caroline Testout. Satiny pink; large blooms on upright plants | 22c | 15c |
| Mme Edouard Herriot. Free bloomer, coral-red toned yellow at base | 22c | 15c |
| Mme Jules Bouche. White with blush tints in center | | 15c |
| Mme Joseph Perraud. High-centered, perfectly formed buds and double blooms that shade from shell-pink at the edges to buff and orange in the center. An upright grower with long-stemmed blooms | 35c | 25c |
| Mme Nicolas Ausset. Coppery red buds, full blooms of deep salmon | 22c | 15c |
| Mrs A R Barraclough. Large, full blooms of vivid carmine-pink | 22c | 15c |
| Mrs Chas Bell. Shell pink sport of Radiance; growth and bloom the same | 22c | 15c |
| Mrs E P Thom. Profuse, strong, bushy plants, double, pure yellow blooms | 22c | 15c |
| Mrs Henry Bowles. Lasting, high-centered flowers of rosy pink shaded salmon; a good grower and profuse, continuous bloomer | 22c | 15c |
| Mrs John Bell. Large, beautifully formed buds and double blooms of rich lasting cochineal-carmine, golden base; vigorous, profuse | 22c | 15c |

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| Mrs Pierre S DuPont. | A free flowering kind; double, rich yellow | 22c | 15c | 10c |
| Mrs Sam McGredy. | Long coppery buds, full cupped orange-rose blooms | 35c | 25c | 15c |
| Mrs Wakefield Christie-Miller. | Large, double, fluffy, salmon-rose | 22c | 15c | 10c |

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| Olympiad. | Large, well-formed, vivid scarlet, undertone yellow | 25c | 20c | 12c |
| Ophelia. | Light salmon shading to yellow | 22c | 15c | 10c |
| Ophelia Golden. | Golden yellow center, lighter edges | 22c | 15c | 10c |
| Oswald Sieper. | Very large, double, white blooms on strong stems | 22c | 15c | 10c |

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| Padre. | A strong, tall grower, free bloomer; coppery scarlet | 22c | 15c | 10c |
| Papa Klein. | Orange-coppery red passing to salmon-rose. Abundant bloomer | 25c | 20c | 12c |
| Patience. | Lasting, scarlet-carmine toned orange at the base | 25c | 20c | 12c |
| Phyllis Gold. | Large, butter-yellow rose of fine substance | 25c | 20c | 12c |
| Pink Dawn. ('35) | Perfectly formed, deep rose-pink, toned orange | 22c | 15c | 10c |
| Polly. | Large, high-centered blooms of soft pink suffused gold; vigorous | 22c | 15c | 10c |
| Portadown Fragrance. | Bright orange-scarlet, edges toned rose | 22c | 15c | 10c |
| Porto. | A free blooming, tall grower; dark crimson-scarlet | 22c | 15c | 10c |
| President Herbert Hoover. | Long stems on vigorous plants; extremely large, double blooms of creamy yellow tinted with flame pink | 22c | 15c | 10c |
| President Plumecocq. | Large, cupped blooms of lasting, soft coppery- yellow and salmon; vigorous, upright grower, and profuse bloomer | 22c | 15c | 10c |
| Prince Felix. | Very velvety, carmine-red; vigorous, profuse | 22c | 15c | 10c |

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| Queen Alexandra. | Double blooms of vermillion with golden base | 25c | 20c | 12c |
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| Radiance. | Free flowering, vigorous grower, rosy opaline pink | 22c | 15c | 10c |
| Radiance Red. | A vigorous, glowing crimson sport of Radiance | 22c | 15c | 10c |
| Rapture. | Large, double, deep pink blooms on long stems | 22c | 15c | 10c |
| Romance. | Double, lasting, clear, golden yellow | 22c | 15c | 10c |
| Roselandia. | Golden yellow blooms; Ophelia type | 22c | 15c | 10c |
| Rose Marie. | Double, cupped rose-pink blooms are borne single on long stems; a vigorous grower and profuse bloomer | 22c | | 10c |
| Roslyn. | Free flowering, vigorous; large, double, deep golden yellow | 22c | 15c | 10c |
| Rouge Mallerin. | Double, well formed blooms of lasting, deep red | 25c | 20c | 12c |

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| San Jose. ('35) | Large, double, highly colored, orange-red and gold | 22c | 15c | 10c |
| Schwabenland. | Extremely large, beautifully formed blooms of deep rose-pink. A very hardy variety introduced as a Hybrid-Rugosa, but its blossoms and growth resemble Hybrid-Teas, and may be planted as such | 22c | 15c | 10c |
| Senora Gari. | Orange buds, full, fragrant blooms of apricot-rose | 25c | 20c | 12c |
| Sensation. | Extremely double; rich dark crimson; fragrant | 22c | 15c | 10c |
| Sir Henry Segrave. | Beautifully shaped, double, deep, lemon yellow | | 15c | 10c |
| Soeur Therese. | Very vigorous, upright, profuse; double bloom of rich yellow | 22c | 15c | 10c |
| Souv Claudius Pernet. | Beautiful long buds, full blooms, rich yellow | 22c | 15c | 10c |
| Souv Georges Pernet. | Very large, brick-red to orange-rose | 22c | 15c | 10c |
| Souv J B Weibel. | Long buds and full flowers of shining deep rose-pink | 22c | 15c | 10c |
| Souv Jean Soupert. | Creamy yellow tinted coral, vigorous, profuse | 25c | 20c | 12c |
| Souv Mme C Chambard. | Very large full blooms, deep coral-red | 22c | 15c | 10c |
| Splendor. | Bronzy pink shades predominate in this multi-color rose. Large, full blooms; a vigorous grower | 22c | 15c | 10c |
| Sunburst. | Beautifully shaped buds, double blooms of rich yellow | 22c | 15c | 10c |

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| Sunkist. A coppery orange sport of Joanna Hill with the same good qualities; extremely lasting, double blooms on long, straight stems | 22c | 15c | 10c |
| Susan Louise. Unusually long, slender buds, full blooms of dainty pink | 22c | 15c | 10c |
| Swansdown. Long creamy white buds and full blooms | 22c | 15c | 10c |
| Syracuse. A very vigorous, upright grower and continuous bloomer. Double, well formed, lasting bright scarlet crimson | 22c | 15c | 10c |

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| T alisman. The favorite two-toned variety, rich yellow and rose-red | 22c | 15c | 10c |
| Temno. Large blooms of deepest red to velvety black | 25c | 20c | 12c |
| Texas Centennial. See Patented Varieties Page 11. | | | |
| Thomas A Edison. Large, well shaped, double blooms of two shades of pink; a clear light pink and a deeper tone; a strong grower | 22c | 15c | 10c |
| Trigo. Long stemmed, double, rich yellow, apricot center | 22c | 15c | 10c |

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| V aterland. Extremely dark scarlet-crimson, high-centered, velvety | 22c | 15c | 10c |
| Victoria Harrington. Lasting, velvety dark red intensely fragrant blooms on vigorous, free flowering plants | 35c | 25c | 15c |
| Ville de Paris. Lasting, well-shaped blooms of sunflower yellow | 35c | 25c | 15c |

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| W estern Gold. Clear yellow sport of Talisman | 22c | 15c | 10c |
| White Ensign. Large, double, fragrant, creamy white; vigorous | 22c | 15c | 10c |
| Wilhelm Kordes. Deep golden-salmon, with copper-red tints | 22c | 15c | 10c |
| Will Rogers. See Patented Varieties Page 11. | | | |
| William Orr. Long stemmed blooms of lasting, bright crimson | 25c | 20c | 12c |
| Willowmere. A strong grower and continuous bloomer; large, double blooms of rich, shrimp-pink | 22c | 15c | 10c |

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| Y ellow Looymans. Yellow sport of the popular bush variety | 25c | 20c | 12c |
| Yellow Sastago. Sport of the popular bush variety | 22c | 15c | 10c |

Climbers

| | No. 1 Each | No. 1½ Each | No. 2 Each |
|---|------------------|-------------------|------------------|
| American Pillar. Clusters of single, pink blooms with white eye; hardy | 14c | 10c | 7c |
| Apelles Mestres. Immense, double blooms of clear yellow. These hardy plants are extremely vigorous growers | 22c | 15c | 10c |
| Banksia White. Tiny white flowers in great profusion | 18c | 12c | 8c |
| Banksia Yellow. Same as above except yellow | 18c | 12c | 8c |
| Belle of Portugal. A popular Western climber, light pink blooms | 22c | | |
| Blaze. See Patented Varieties Page 11. | | | |
| Chaplins Pink Climber. Resembles Pauls Scarlet, except clear pink | 22c | 15c | 10c |
| Cherokee Pink. Large single, bright pink; comes early in Spring | 22c | | |
| Cherokee Ramona. Same as above except carmine-crimson | 22c | | |
| Cherokee White. Same as other Cherokees, except white | 22c | | 10c |
| Cl American Beauty. Hardy, Spring bloomer, carmine-red | 14c | 10c | 7c |
| Cl Cecile Brunner. An exceptionally strong grower; sport of the Polyantha bush | 22c | 15c | 10c |
| Cl Columbia. Sport of the bush variety, bright pink | 22c | 15c | 10c |
| Cl Dainty Bess. ('35) Sport of the popular bush; single, pink | 22c | 15c | 10c |
| Cl Dame Edith Helen. Same large, pink blooms as the bush | 22c | 15c | 10c |
| Cl David O Dodd. Large, double blooms of rich, deep scarlet | 25c | | 12c |
| Cl Edith Nellie Perkins. ('36) Cerise-pink tinted gold at base | 25c | 20c | 12c |
| Cl Etoile de Hollande. Fragrant, dark red, sport of bush | 22c | 15c | 10c |
| Cl General MacArthur. Sport of the bush, bright scarlet | 22c | | 10c |
| Cl Golden Emblem. Rich yellow blooms, same as bush parent | 22c | | 10c |
| Cl Gruss an Teplitz. Same as the bush, velvety scarlet | 22c | 15c | 10c |
| Cl Hadley. Same as the bush, large, perfectly formed blooms, rich-crimson | 22c | | 10c |

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| C1 Hoosier Beauty. | Vigorous sport of bush, very dark scarlet | 22c | 10c |
| C1 Joanna Hill. ('36) | A new sport of the bush; bronzy yellow | 25c | 20c 12c |
| C1 Killarney Double White. ('36) | Large, white blooms as bush | 22c | 15c 10c |
| C1 Lady Forteviot. ('36) | Brilliant golden apricot, as the bush | 25c | 20c 12c |
| C1 Lady Hillingdon. | A vigorous grower as the bush, orange-yellow | 22c | 15c 10c |
| C1 Lady Margaret Stewart. | Same as the popular bush, yellow marked orange-red | 25c | 20c 12c |
| C1 Lord Charlemont. | Same deep crimson blooms as parent bush | 22c | 15c 10c |
| C1 Los Angeles. | Sport of the bush; pink with golden suffusion | 22c | 15c 10c |
| C1 Mme Butterfly. | Sport of the bush; pink | 22c | 15c 10c |
| C1 Mme E Herriot. | A very well liked, strong, climbing sport, coral-red | 22c | 15c 10c |
| C1 Mrs E P Thom. | Same rich yellow blooms as bush parent | 22c | 15c 10c |
| C1 Pink Cochet. | Same as bush. Deep coral to salmon | 22c | 15c 10c |
| C1 Pres H Hoover. | Vigorous climbing sport; yellow tinted pink | 22c | 15c 10c |
| C1 Radiance. | Sport of the popular bush, rosy pink | 22c | 15c 10c |
| C1 Red Radiance. | Sport of the Red Radiance bush | 22c | 15c 10c |
| C1 Rose Marie. | Satiny pink blooms, the same as the bush | 22c | 15c 10c |
| C1 Souv Claudius Pernet. | Profuse, pure lasting yellow | 22c | 15c 10c |
| C1 Souv Mme Chambard. | Very large, full blooms of deep coral-red | 25c | 20c 12c |
| C1 Sunburst. | Form and color identical to the bush parent; yellow | 22c | 15c 10c |
| C1 Syracuse. | Same as the bush, bright scarlet crimson | 22c | 15c 10c |
| C1 Talisman. | Multi-colored blooms, same as the parent bush | 22c | 15c 10c |
| C1 White Cochet. | Beautifully formed, large buds, pure white | 22c | 15c 10c |
| Crimson Rambler. | Small scarlet flowers, large clusters; hardy | 14c | 10c 7c |
| Dorothy Perkins. | Small shell-pink blooms in large clusters; hardy | 14c | 10c 7c |
| Dorothy Perkins White. | Same as above except white blooms | 14c | 10c 7c |
| Emily Gray. | Golden yellow; large, open blooms; hardy | 22c | 15c 10c |
| Excelsa. | Similar to Dorothy Perkins, except red | 14c | 10c 7c |
| Flower of Fairfield. | Similar to Crimson Rambler | 14c | 10c 7c |
| Gold of Ophir. | Southern climber of copper, carmine and salmon | 14c | 10c 7c |
| Golden Climber. | See Patented Varieties Page 11. | | |
| Golden Dream. | See Rugosa | 18c | 12c 8c |
| Jacotte. | A hardy variety; lasting, deep orange-yellow, tinted coppery-red | 22c | 15c 10c |
| Kitty Kininmonth. | Large, glowing, deep pink; vigorous, few thorns | 22c | 15c 10c |
| Laure Soupert. | Small everblooming rambler, white to light pink | 25c | 20c 12c |
| Maid of Gold. | See Patented Varieties Page 11. | | |
| Marechal Neil. | Large, deep golden-yellow blooms; intensely fragrant | 25c | 20c 12c |
| Mary Wallace. | Well-formed, rosy-pink with salmon base; hardy | 14c | 10c 7c |
| Mermaid. | Very large, single blooms of clear, light yellow | 25c | 20c 12c |
| Mme Gregoire Staechelin. | See Staechelin. | | |
| Pauls Scarlet Climber. | A profuse Spring bloomer, bright, scarlet, hardy | 14c | 10c 7c |
| Primrose. | Hardy climber, medium sized blooms of canary yellow | 22c | 15c 10c |
| Roserie. | A deep pink sport of Tausendschoen; hardy | 14c | 10c 7c |
| Silver Moon. | Especially beautiful foliage and large white blooms; hardy | 14c | 10c 7c |
| Staechelin. (Mme Gregoire Staechelin, Spanish Beauty). | A hardy variety, long stemmed, pink blooms with lightly curled petals | 14c | 10c 7c |
| Tausendschoen. | Large clusters of medium sized blooms that shade from soft pink to white; thornless, hardy | 14c | 10c 7c |

Hybrid Perpetuals and Other Hardy Varieties

| No. 1 Each | No. 1½ Each | No. 2 Each |
|------------------|-------------------|------------------|
|------------------|-------------------|------------------|

American Beauty. Desirable as a forcer, as well as for the garden.

| | | | |
|--|-----|-----|----|
| Very fragrant, deep pink shaded carmine | 18c | 12c | 8c |
| Black Prince. Dark crimson, shaded darker | 18c | | 8c |
| Captain Hayward. Well formed blooms of light crimson | 18c | 12c | 8c |
| Frau Karl Druschki. Immense, lasting blooms of snow-white | 18c | 12c | 8c |
| General Jacqueminot. An old favorite, clear red | 18c | 12c | 8c |

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|---|-----|-----|-----|
| George Arends. Large, clear pink, very fragrant | 18c | 12c | 8c |
| Harrison's Yellow. An early bloomer, bright yellow | 22c | 15c | 10c |
| J B Clarke. Large, double blooms of deep scarlet | 18c | 12c | 8c |
| Juliet. Two-toned blooms of old-gold and rose-pink | 18c | 12c | 8c |
| Magna Charta. Bright pink overspread with carmine | 18c | 12c | 8c |
| Mme Albert Barbier. A continuous bloomer; salmon tinted yellow | 18c | 12c | 8c |
| Mrs. John Laing. Well-formed blooms of soft pink | 18c | 12c | 8c |
| Paul Neyron. Large, double blooms of rosy pink | 18c | 12c | 8c |
| Prince C de Rohan. One of the darkest, velvety crimson-maroon | 18c | 12c | |
| Ulrich Brunner. Large, fine formed blossoms of cherry red | 18c | 12c | 8c |

Rugosa and Hybrids

| | No. 1 Each | No. 1½ Each | No. 2 Each |
|--|------------------|-------------------|------------------|
| Agnes. Large, double, fragrant amber-yellow | 25c | 20c | 12c |
| Conrad F Meyer. Large, full flowers of clear silvery pink | 18c | 12c | 8c |
| Dr Eckener. Two-toned buff and rose-pink; a vigorous grower with blossoms of Hybrid-Tea form | 22c | 15c | 10c |
| F J Grootendorst. A profuse bloomer; bright red | 18c | 12c | 8c |
| F J Grootendorst Pink. Same as above, except clear pink | 18c | 12c | 8c |
| Golden Dream. (Goldener Traum). One of the very few clear yellow varieties of this type; double, well-formed blooms; a tall growing, continuous bloomer, sometimes listed as an everblooming hardy Climber | 18c | 12c | 8c |
| Hansa. Double, reddish violet blooms of large size | 18c | 12c | 8c |
| Hugonis. Small, single, bright yellow. An early Spring bloomer | 15c | 10c | |
| Schwabenland. Large, double, deep pink blooms on long stems; a con- tinuous bloomer. (See Hybrid Teas) | 22c | 15c | 10c |

Polyanthas or "Baby" Roses

| | No. 1 Each | No. 1½ Each | No. 2 Each |
|---|------------------|-------------------|------------------|
| Cameo. Soft salmon-pink suffused with gold. Continuous bloomer | 22c | 15c | 10c |
| Catherine Zeimet. Pure white, fragrant, borne in large clusters | 18c | 12c | 8c |
| Cecile Brunner. Small dainty buds of clear pink, yellow base. These own-root plants are free bloomers | 18c | 12c | 8c |
| Chatillon Rose. Vigorous, bushy, immense clusters, clear pink | 18c | 12c | 8c |
| Echo. Sport of Tausendschoen (clg.). Soft pink to white; thornless | 18c | 12c | 8c |
| Ellen Poulsen. Dark, brilliant pink; very sweetly scented | 18c | 12c | 8c |
| Else Poulsen. A tall grower, continuous bloomer, semi-double flowers large for the type; two-tone rose-pink | 18c | 12c | 8c |
| George Elger. Golden yellow buds, flowers clear yellow | 18c | 12c | 8c |
| Gloria Mundi. A very striking variety, orange-scarlet; a low grower | 18c | 12c | 8c |
| Golden Salmon. Large clusters of bright salmon-orange | 18c | 12c | 8c |
| Gruss an Aachen. White tinted carmine, full double flowers | 18c | 12c | 8c |
| Ideal. A good grower and continuous bloomer, large clusters, dark red.... | 18c | 12c | 8c |
| Improved Lafayette. A vigorous grower; deep glowing, crimson | 18c | 12c | 8c |
| Ingar Olsson. A tall grower, semi-double, large, bright pink blooms | 18c | 12c | 8c |
| Karen Poulsen. An almost continuous bloomer; large clusters of open scarlet blooms on tall, vigorous plants | 22c | 15c | 10c |
| Kirsten Poulsen. A very attractive tall growing variety that blooms almost continuously with large clusters of open scarlet flowers | 18c | 12c | 8c |
| Kluis Scarlet. Medium height, double, crimson-scarlet blooms | 22c | 15c | 10c |
| Lady Reading. Clear, bright red sport of Ellen Poulsen | 18c | 12c | 8c |
| Lafayette. Large semi-double, light cherry-crimson | 18c | 12c | 8c |
| Miss Edith Cavell. A profuse bloomer; small, double, lasting blooms of scarlet crimson | 18c | 12c | 8c |

| | | | |
|--|-----|-----|-----|
| Mme Cecile Brunner. See Cecile Brunner under Polyanthas. | | | |
| Mme N Levavasseur. A vigorous, bushy, low-grower with immense clusters of rosy-red blooms on strong stems | 18c | 12c | 8c |
| Mrs R M Finch. A profuse bloomer; double blooms of rosy pink | 22c | 15c | 10c |
| Paul Crampel. Orange-scarlet, similar to Gloria Mundi, but taller | 18c | 12c | 8c |
| Perle d'Or. Well formed buds of nankeen yellow with orange center | 18c | 12c | 8c |
| Pink Lafayette. Medium sized, very lasting blooms of clear pink; a bushy grower and profuse bloomer | 18c | 12c | 8c |
| Rouge. Large clusters, brilliant clear scarlet | 35c | 25c | 15c |
| Sunshine. Small, full, golden orange, changing to soft pink | 35c | 25c | 15c |
| Tip Top. Dainty, double blooms of yellow and white tipped rose | 18c | 12c | 8c |
| Triomphe Orleansais. Very lasting, large clusters of semi-double, open blooms; vigorous, bushy grower, continuous bloomer | 18c | 12c | 8c |

□ □

Shipping Period---Winter and Spring

THE HARVEST starts at Christmas time (Winter), and orders are filled in their rotation.

LARGE ASSORTMENTS can seldom be completed in the first shipment.

Freight Prepaid to Salt Lake, Kansas City, St. Louis and Rochester

Car lots are shipped annually to the above breaking points. At any point we can hold your order four weeks in cold storage if desired.

Transportation Allowance

Invoices at these prices f.o.b. Hemet will show credit toward freight or express, one cent each on No. 1 grade and one-half cent each on smaller grades.

□ □

TERMS

TERMS—60 days net, f.o.b. Hemet, California, to established Nurserymen, Seedsmen and Dealers, known to us, or to those who have necessary rating. THIRTY DAYS less 1%. TEN DAYS less 2%. For advance cash or cash with order before shipment, less 3%.

TO THE TRADE ONLY—Prices shown are for first-class stock of the grade named. The use of printed stationery as protection is desirable. If it is not used, the purchaser should state clearly his position. We print only wholesale trade lists, and do not desire or solicit retail orders.

SUBSTITUTION—We do not substitute unless instructed to do so, and then label true name. Customers will save time by naming a second choice, to be supplied only when first choice is sold out.

PRO-RATA—As it is almost impossible to count roses in the field when partly grown, there is a feature of uncertainty about all orders booked before digging. Consequently we reserve the right to fill such pro rata.

GENUINENESS—We exercise great care to keep all varieties true to name and will replace, on proper proof, all stock that may prove otherwise; but it is mutually agreed that we shall not be liable for any amount greater than the original price of the stock. All quotations made subject to stock being unsold when order is received, or loss by any and all unavoidable causes. Freight shipments travel at risk of purchaser.

PACKING—Bales and boxes will be charged at near actual cost price. We make no charge for packing or delivery to railroad station.

PATENTED VARIETIES

Not less than five of any variety sold to a customer.

Kindly order in multiples of five.

| | Wholesale Prices | | | |
|--|------------------|---------|----------|--|
| | Price | Price | Price | |
| | Per 10 | Per 100 | Per 1000 | |

Texas Centennial (Patent No. 162)

Clear Red Sport of President H Hoover. Retail price 60c,
per doz \$6.0035 .30 .25

Will Rogers (Patent No. 256)

Dark velvety crimson maroon, double, free blooming.
Strong, vigorous, dark green foliage. Retail price \$1.00,
per doz. \$10.0060 .50 .40

BUSH

| | Price | Price | Price | Price |
|--|-------|-------|--------|--------|
| | 5-10 | 10-20 | 20-250 | 250-up |

Better Times (Patent No. 23)

The flowers are cerise, large, double and fragrant.
Produced on long, strong stems. Foliage leathery, dark
green. Free bloomer. Retail price \$1.00, per doz. \$10.00 .60 .55 .50 .40

Countess Vandal (Patent No. 38)

Long buds, rich blend of pink, copper and gold. Single
on long, stiff stems. Retail price \$1.00, per doz. \$10.00 .60 .55 .50 .40

Mary Hart (Patent No. 8)

Red Sport of Talisman. Same style as parent. Retail
price \$1.00, per doz. \$10.0060 .55 .50 .40

CLIMBERS

Blaze (Patent No. 10)

Climber, hardy everblooming, bright scarlet. Retail
price \$1.00, per doz. \$10.0060 .55 .50 .40

Maid of Gold (Patent No. 246)

Climber, buds golden yellow splashed with red, opening
to large, double, golden yellow flowers. Retail price
\$1.00, per doz. \$10.0050 .50 .50 .50

Golden Climber (Patent No. 28)

Hybrid Tea flowered, hardy climber, golden. Retail
price \$1.00, per doz. \$10.0060 .55 .50 .40

These Patented Roses are being offered under license from the Patent owners.
The above is taken from their descriptions. They shall not be sold at retail for
less than above shown figures per plant. (Not less than three of a kind at
the dozen rates.)

HEMET GROWN

"This zone is more of a contradiction than any others."—Thomas

Why our location some 90 miles east of Los Angeles, about 1700 feet above sea-level, and only a few miles from the desert to the north and east is so very desirable—is hard to explain—is almost another contradiction. Of course we irrigate almost constantly during the growing season, and it is a pleasure to explain why and how that is a great factor toward well made-up plants. By constant irrigation the plants are kept growing all through the growing season and so are then ready for a well-earned rest at frost time; and it is safe to gamble the frost will "cook" the blossoms early in November, usually about the 10th. This method makes them grow all through the long growing season and then by regulating irrigation helps them harden-up, as seldom do our rains come early. Could better conditions be created?

In the winter time when our output is being harvested it is the coldest at daylight. This is taken advantage of by filling our Storage Cellars with cold air from the outside at that time with a large fan driven by a 10-h.p. motor. It is remarkable how cold this stored air seems during the following warm winter day, and easy to believe the plants are benefited when held under such conditions, especially so when you know many of the mornings are real frosty and mighty cold.

The dry desert conditions are favorable in combating storage rot and mildew. These favorable conditions are also helped by the use of finely ground sulphur distributed by the fan every 10 days. The fresh air and sulphur combined are wonderful helpers in our effort to create a perfect storage. And again, we do not have in our Hemet Production any black-spot, the spores of which play such havoc in all storage cellars when brought in with infested plants.

The first Rose Bushes are brought in shortly before Christmas time and all early orders shipped as directed. A constant effort is made to keep the plants "moving"—consequently they are in storage only a short time.

Eastern shipments are loaded into cars pre-iced in San Bernardino and forwarded to destination with vents sealed. This maintains good storage atmosphere to destination and insures against frost. Another step toward perfect service.

The concrete basement storage as protection against wind and sun; the fresh air from the 10-h.p. fan; occasional doses of sulphur; the best packing methods; complete boxing of all car-lot shipments; the pre-iced cars; the storage at car-breaking points; all combine to give you perfect service.

7"x10"

COLOR PLATES

\$1.00 Assortment

Some 50 pictures of Roses in color, showing 60 popular varieties. True to name in color and form. The well-known art-work of J. Horace McFarland Company.

The Howard Rose Company is proud to offer to its customers this excellent assortment of colored plates. If not a customer, even an order of 10 plants of one variety puts you in that class.

NOT OVER 3 ASSORTMENTS TO A CUSTOMER.